



WIC Because You Care

# North Dakota WIC Program Annual Report FY 2010

## WIC FY 2010 Report

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## Fiscal Year 2010 Annual Report

WIC began over 35 years ago and is known to be a program that works because it is both efficient and cost effective. The Special Nutrition Program for Women, Infants and Children (WIC) address health disparities and reaches families who most need preventative health services. WIC helps parents give their children a healthy start by investing in their future with nutrition education and healthy foods. This report describes how WIC improves North Dakota's families, communities and economy.

WIC is designed to provide families with the knowledge and resources to make healthy choices about what they eat. It is this focus on good nutrition and the important role it plays in preventing lifelong health and developmental problems that defines WIC's mission.

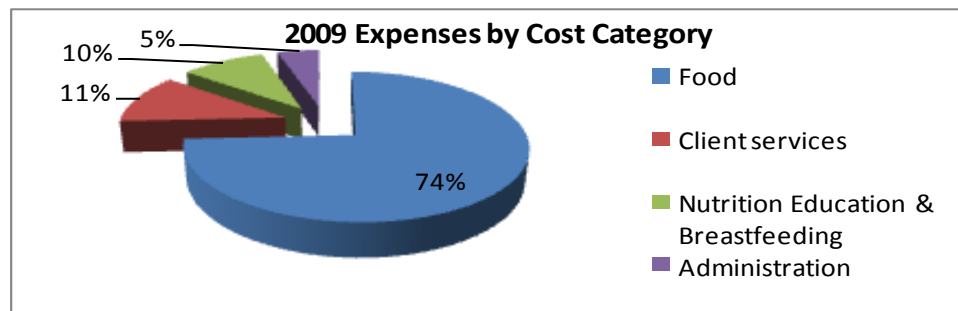
### 2009 WIC Funding

WIC is sustained by federal dollars and rebates:

- Federal funds (U.S. Dept of Agriculture) — \$9.9 million
- Infant formula manufacturer rebate — \$2.5 million

### ND WIC By the Numbers

- **24,000** women, infants and children who were nutritionally or medically at risk were served in North Dakota this past year.
- **75%** of all the infants born in 2009 participated in North Dakota WIC.
- **\$9 million** were spent in grocery store sales at the 200 grocery stores approved by WIC statewide.
- WIC services are provided by local public health, hospitals and tribal agencies in **81** communities.

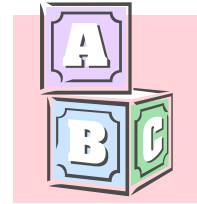


## Who WIC Serves

Lower-income pregnant, postpartum and breastfeeding women and children younger than 5 who have a health or nutrition risk are eligible for WIC.

### North Dakota WIC Household Characteristics

- The average household size is between three and four individuals.
- Sixty-four percent are two-parent families.
- More than 70 percent report one or both adults work full-time, and another 13 percent have adults who work part-time.
- Fifty-six percent receive SNAP (food stamps), and 80 percent participate in Medicaid.



*“WIC helped me breastfeed my baby, I get good ideas from the newsletters and am able to buy food I couldn't afford otherwise.”*

*WIC participant 2010 comment*

*“I love my WIC!”*

*WIC participant 2010 comment*

## How WIC Improves the Health of North Dakota Families

WIC mothers are more likely to get early prenatal care and to breastfeed. Healthy habits support healthy pregnancies, prevent low-birthweight infants and prevent chronic conditions like obesity, diabetes and heart disease. WIC also:

- Reduces premature births.
- Lowers infant mortality.
- Prevents childhood anemia.
- Improves cognitive development.

WIC promotes and supports breastfeeding. Infants who are not breastfed are more likely to experience infections and chronic conditions like allergies, asthma and diabetes later in life. Studies show that babies who are not breastfed are more likely to require doctor visits, hospital stays and prescriptions compared to babies who breastfeed. Breastfed children are less likely to be affected by childhood obesity, and breastfeeding strengthens the bond between mothers and their babies.

## Nutrition Education and Referral Are Key to WIC Services

Mothers and children enrolled in WIC receive:

- Education about nutrition and the importance of physical activity.
- Breastfeeding education and support.
- Pregnancy and early childhood growth and health screening.
- Referrals to prenatal care, preventative health care and other services.



## WIC Foods Promote a Healthy Lifestyle

WIC provides checks to buy specific healthy foods that:

- Are high in the nutrients missing from diets of lower-income families, like calcium, iron, protein, folic acid, and vitamins A,C, and D.
- Meet the individual participant's health needs.
- Meet the federal nutrition requirements set by the U.S. Department of Agriculture.
- Influence healthy eating habits to help improve quality of life and prevent chronic diseases like diabetes, cancer and childhood obesity.



## Updating the WIC Food Package

In October 2009, WIC introduced a different food package. Fresh fruits, vegetables and whole grains were added to the list of WIC authorized foods for the first time in the program's history. These additions joined the existing package items like milk, juice, eggs and cereal. The new WIC food package is more in line with the 2005 Dietary Guidelines for Americans and current infant feeding practice guidelines of the American Academy of Pediatrics.

Other positive changes implemented in October 2009 include:

- Lower-fat milk for adults and children aged 2 and older.
- Soy beverage alternatives for participants who cannot tolerate cow's milk.
- Baby food fruits and vegetables instead of juice for infants.

Overall, WIC foods are now lower in fat and cholesterol and higher in fiber.



### New WIC Foods

Whole grains

- 100 percent whole-wheat bread
- Brown rice
- Corn and whole-wheat tortillas

Fresh fruits and vegetables

Baby food fruits and vegetables

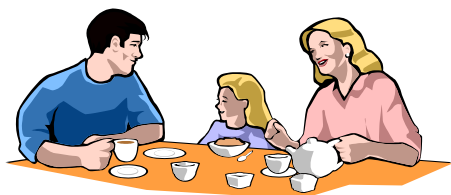


## Reactions to the Change in the Food Package

Each month, more than 13,000 participants in North Dakota receive the new food package. WIC participant responses have been overwhelmingly positive to the new food package items, as demonstrated by a high redemption rate of the newly added fruit and vegetables checks and the increased demand for the WIC-approved whole-grain products.

When asked in the annual participant survey:

- 79 percent of families said they always redeem their fruit and vegetable check and usually close to the full purchase value of the check.
- Finding the right sized loaf of bread was a concern earlier, but now 60 percent indicated that their stores carry at least one variety of the 16 oz. size bread and it is available when they want to buy it.

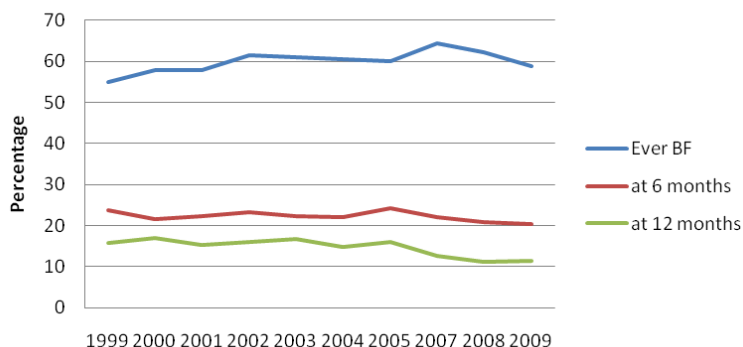


## North Dakota WIC Health Profiles and Trends

**WIC Breastfeeding Rates.** Breastfeeding is one of the most powerful and cost-effective ways to protect the health of infants and children. North Dakota WIC actively promotes breastfeeding as the optimal method of infant feeding. Breastfeeding is on the increase for the WIC population and is fast approaching the overall state rate (66%). We still have a way to go before we reach our goal of 75 percent at birth and 25 percent at one year.

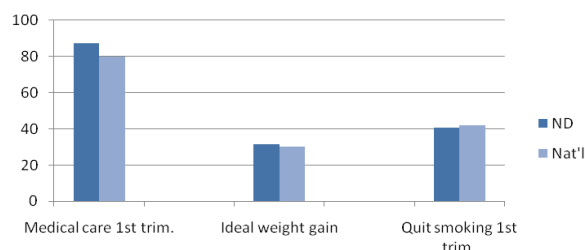


**ND WIC Trends in Breastfeeding**



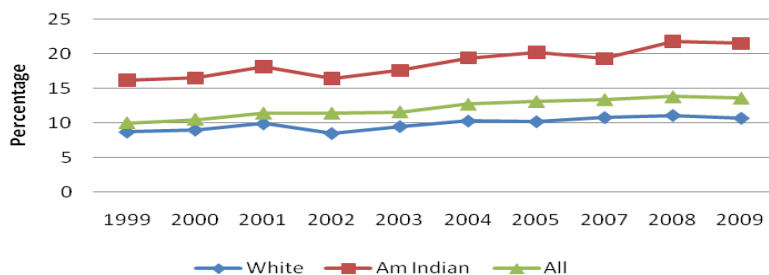
**Prenatal Behavior.** Pregnant North Dakota WIC participants are just as likely to gain the ideal amount of weight during their pregnancy and more likely to enroll in medical care their first trimesters of pregnancy than their national counterparts. They are also just as likely to quit smoking during their first trimester as their national counterparts. All of these behaviors are desired.

**Behaviors Promoting Good Pregnancy Outcomes**

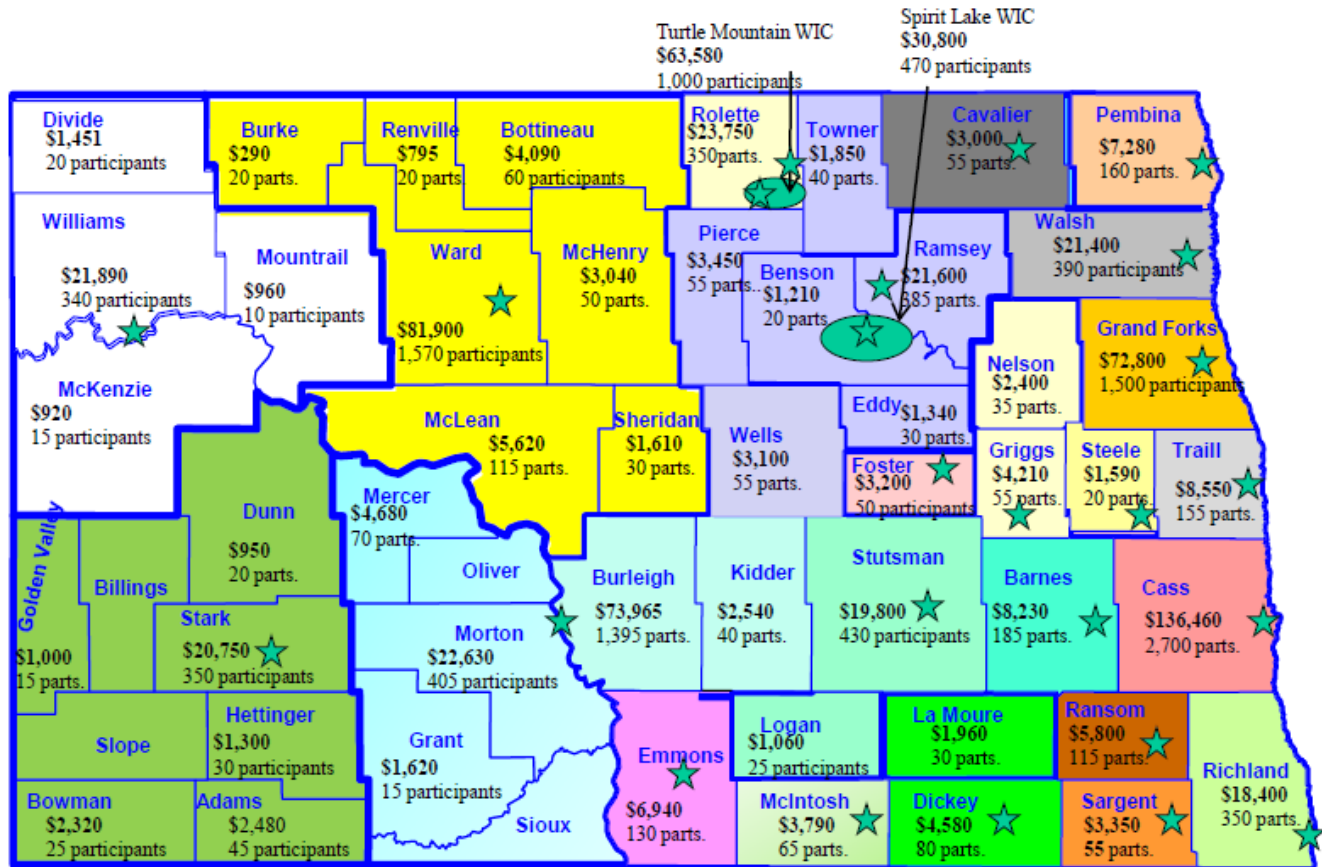


**Overweight.** Overweight children are those whose weight-for-length is greater than the 95th percentile on growth charts. Only about 5 percent of children are expected to fall into this range. As you can see in the chart below, the percentage of overweight children in North Dakota is more than twice the expected amount and is increasing, which is also part of a national trend. High weight-for-height is a significant concern for American Indian children. The North Dakota WIC Program is working to help families eat better and get active. WIC staff discuss a variety of ways to support a healthy weight so parents can choose what works for *their* family.

**Overweight Children- North Dakota (>95th Percentile)**



**North Dakota WIC Participants and Food Dollars.** There are 25 local WIC administering agencies providing services across the state, identified by different color areas on the map below. The administering agencies include single- and multi-county public health units, community hospitals, and tribes. Below are monthly averages for participation by county (or *parts*) and the monthly average of food dollars spent by the administering agency by county (where data is available). The star designates the location of the main office of the WIC administering agency.



## Want To Know More about North Dakota WIC?

North Dakota WIC has a website with information about the program. On this website, you will find who WIC serves, the benefits offered, eligibility requirements, what to bring to that first appointment and answers to some frequently asked questions.



Under “Publications,” you will find links to a number of resources including some of WIC’s most popular participant handouts, the latest issues of Pick-WIC (the monthly newsletter), and surveillance data from the U.S. Centers for Disease Control and Prevention that compares health-outcome data for North Dakota WIC to the rest of the nation.

*To locate these pages/resources, go to:*

North Dakota WIC home page: [www.ndhealth.gov/wic](http://www.ndhealth.gov/wic)

WIC publications: [www.ndhealth.gov/wic](http://www.ndhealth.gov/wic) and click “Publications” link on the left.